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Nittal et al.

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May 23, 2001

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5,848,396	12/08/1998	Gerace			
	5,991,735	11/23/1999	Gerace			

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	"The Value of Purchase History", Peter E. Rossi, Robert E. McCulloch, Greg M. Allenby, Marketing Science, Vol. 15, No. 4, 1996, Pages 1-17
	"Determining Segmentation in Sales Response Across Consumer Purchase Behaviors", Randolph Bucklin, Sunil Gupta, Siddharth, Journal of Marketing Research, May 1998, Pages 191-197

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(John L. Young)

9-7-2004

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



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